

What Twinbrook Means to me

Neighborliness

Just Where I live

A place to raise my family

A starting point

Parks and Trees

A central location to MD and DC

A base of operations

A gift

Diversity

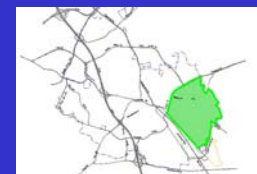
A real city, less suburban

An emerging, exciting place



Vision

- **The way in which one sees or conceives of something.**
- **In a Master Plan: An expression of the ideal end state of an area, in broad generalized terms**



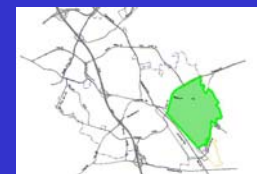
Goals

- **The desired general result; An end toward which an effort or direction is specified.**
- **Identified, in specific subject areas, what should be accomplished through the Plan.**
- **Reflects an underlying value that is sought after, rather than an object to be achieved.**
- **Goals should begin as open-ended ideas derived from knowledge of community needs**



Objectives

- An objective is a desired specific result.
- Objectives should respond to each goal by defining a direction.
- Objectives should be definable and measurable tasks that support the accomplishment of goals.



Strategies

- Clarify the methods required to meet objectives and reach a goal.
- A variety of strategies may be required to reach a goal.
- Often a combination of policy and recommendations.



Policies

- A guiding principle designed to influence and determine decisions and actions, considered to be expedient, prudent, or advantageous per the Plan document.
- Frequently a static, declarative statement



Recommendations

Specific action steps that are required to implement the goals and policies contained in the Plan document.



The Twinbrook Neighborhood Plan (Planning Area 8) of 1982 expressed the following goal as its primary vision statement: (p. 11):

“The Twinbrook Neighborhood should be a “community” characterized by high quality living space and excellence in provision of community services and facilities, public and private, at a scale appropriate for maintaining and enhancing the present integrity of the neighborhood.”



The City's Comprehensive Master Plan of 2002 includes the following as its fundamental vision for the entire City:

“Rockville will continue to be a city that emphasizes the characteristics of a small town community, offers and excellent quality of life, provides a responsive government serving its citizens, and has a distinct positive identity tied to its history.”



**What is the community
vision of Twinbrook in 2025?**



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Suggested Vision Statement for the new Twinbrook
Neighborhood Plan

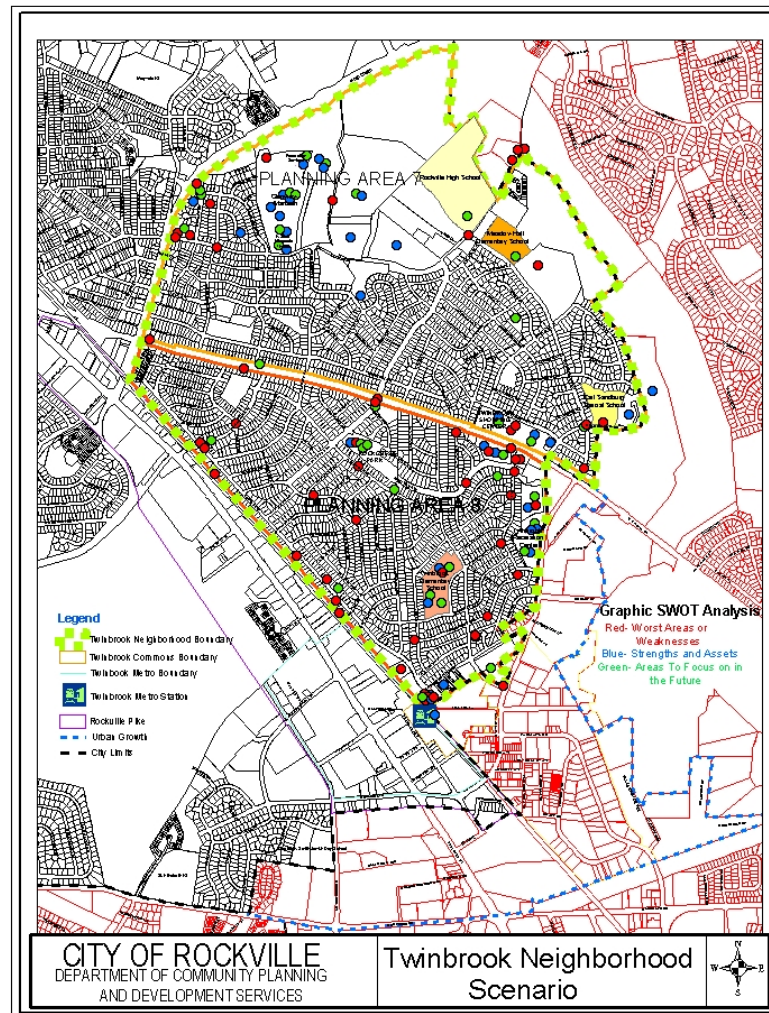
**“The Twinbrook neighborhood
should be a quiet and secure
residential community, with easy
access to retail shops and services,
parks and recreation opportunities,
and transit facilities that enhance the
quality of life for all residents.”**



Develop a Vision Statement



SWOT Analysis Results



*IS there general agreement on the
issues to be covered by the plan?*

Have we posed the right questions?



End Product

Next Steps

Response Form

